

TAKE ACTION!
**Building and Sustaining Political for Creating
Healthier Environments and Preventing
Childhood Obesity**



Maya Rockey Moore, Ph.D.
Director
Presented at New Partners for
Smart Growth Conference, February 6, 2010

**Leadership for
Healthy Communities**
*Advancing Policies to Support
Healthy Eating and Active Living*



What is Leadership for Healthy Communities?

Smart Growth and Childhood Obesity Prevention: What's the Connection?

Typology of HEAL Policy-makers

Customizing Interventions by Policy-maker Type

LEADERSHIP FOR HEALTHY COMMUNITIES

Advancing Policies to Support Healthy Eating & Active Living

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DID YOU KNOW?

Over the past 30 years, spending at fast-food restaurants has increased eighteen-fold and the typical calorie content of menu items like French fries

FEATURED CONTENT



MICHELLE OBAMA ADDRESSES CHILDHOOD OBESITY AT MAYORS CONFERENCE

First Lady Michelle Obama spoke at the Winter Meeting of the United States Conference of Mayors on January 20 in Washington, DC, announcing the launch of her childhood obesity initiative to commence in February 2010, which will mobilize federal and local resources in an effort to promote healthier communities for children to grow.

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NEW RESOURCES

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Education Policy-Makers Address Childhood Obesity

A new issue of The State Education Standard, the journal of the National Association of State Boards of Education (NASBE), ...

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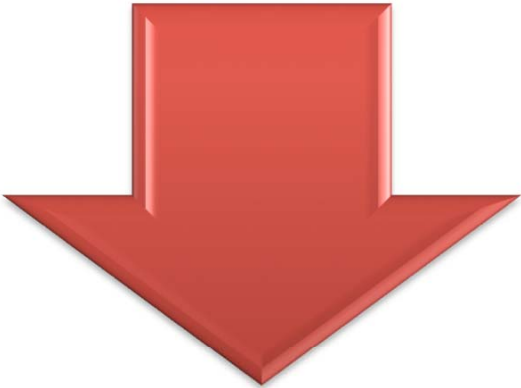
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Societal Energy Imbalance





Opportunity



Crisis



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LEADERSHIP FOR HEALTHY COMMUNITIES

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Typology of Healthy Eating Active Living (HEAL) Policy-makers

Activism Interest	High	Low
High	<p>Transformational Leader</p> <ul style="list-style-type: none"> •Active on issues related to healthy eating and active living •Vocal champion for HEAL and childhood obesity prevention •Could serve as a peer educator, media champion •Needs help getting media placements and other speaking/training engagements 	<p>Potential Leader</p> <ul style="list-style-type: none"> •Active on other issues related to healthy communities (e.g. transportation, economic development, environment) •Has not prioritized healthy communities or childhood obesity prevention •Needs help making the connection between established priorities and healthy communities/ childhood obesity prevention
Low	<p>Supportive Leader</p> <ul style="list-style-type: none"> •Very interested in healthy kids and healthy communities •Lacks appropriate content and/or process knowledge to advance HEAL policies •Needs training/technical assistance 	<p>Indifferent Leader</p> <ul style="list-style-type: none"> •Lacks interest in healthy eating and active living from a policy perspective •At best is indifferent to HEAL issues and policies •At worst is an opponent of HEAL issues and policies •Not a LHC priority

Building Political Will: Interventions by Policy-maker Type



Health in All Policies



